



I care.
I volunteer.

2020 Report



VOLUNTEER MBC

MISSISSAUGA • BRAMPTON • CALEDON

care • community • connection

Brampton Cares

when it matters most.

Who we are now

In 2020, we launched our new 5-year Strategic Plan and rebranded.



VOLUNTEER MBC
MISSISSAUGA • BRAMPTON • CALEDON
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Visit bit.ly/meetthenewvmbc to watch our rebrand video.

Our aspiration

Volunteer MBC fuels purposeful connections between people to respond to the most pressing social issues in our community.

Our mission

To connect the community.

Our vision

To improve lives through volunteerism.

The 3 Sides to our Strategic Plan

Residents

Organizations



Internal



Side A

Organizations

Strengthening capacity of organizations by providing valuable resources and training to help you fulfill your social purpose.



Side A

Organizations

Here are the 100+ organizations serving Brampton to whom we provided support in 2020.

Our organizations serving Brampton

Achēv (previously the Centre for Education & Training)
Alzheimer Society of Peel
Amnesty International Canadian Section (English-speaking)
Associated Youth Services of Peel
Bereaved Families of Ontario, Halton-Peel
Big Brothers and Big Sisters of Peel
Boys and Girls Club of Peel
Bramalea Boxing Club & Youth Centre
Brampton Beast Hockey Club
Brampton Bombers Jr. B Hockey Club
Brampton Canadettes Girls Hockey Association (Brampton Sports Alliance)
Brampton Clean City (City of Brampton)
Brampton Girls Softball Association (Brampton Sports Alliance)
Brampton Hockey Inc.
Brampton Library
Brampton Minor Basketball Association (Brampton Sports Alliance)
Brampton Multicultural Youth Council

Our organizations serving Brampton

Brampton Racers Track Club (Brampton Sports Alliance)
Brampton Theatres (City of Brampton)
Brampton Track Club (Brampton Sports Alliance)
Breakfast With Santa Foundation
Breast Cancer Society of Canada (Mother's Day Walk)
Caledon Hills Bruce Trail Club
Caledon Special Olympics
Canadian Cancer Society, Peel Office
Canadian Celiac Association
Canadian Mental Health Association, Peel Branch, Community Development
Canadian Sports Alliance
Carabram
Caring and Connecting Pen Pal Initiative
Catholic Family Services of Peel-Dufferin
Central West Self Management Program
Certified Listeners
Child Development Resource Connection Peel (Ontario Early Years)
City Centre Musical Productions

Our organizations serving Brampton

City of Brampton
CNIB Foundation
CNIB, Halton/Peel
Community Alliance for Support and Empowerment
Community Door Services Network
Council of Agencies Serving South Asians
Credit Valley Conservation-TRCA
Cystic Fibrosis Canada, Peel & District Chapter
Distress Centres of Greater Toronto, Peel
Downtown Brampton BIA
Dream Never Dies Foundation
Ecosource
Elder Help Peel
Elizabeth Fry Society of Peel-Halton
En'tyce Mentorship & Community Services
Epilepsy South Central Ontario
Families of Virtue
Family Education Centre
Family Services of Peel
Free For All Foundation

Our organizations serving Brampton

Girls Empowerment Movement
Habitat for Humanity Canada
Habitat for Humanity GTA
Heart & Stroke Foundation Peel Area Office
Heart House Hospice
Heart Lake Run
Holland Christian Homes
Hope 24/7
Independent Business SIG, Nurses (WeRPN)
Indigenous Network
Indus Community Services
ITechSkills Academy Organization
John Howard Society of Peel-Halton-Dufferin
Journey Neighbourhood Centre
Kids.Now Canada
Kiwanis Club of Brampton Inc.
Knights Table
Learning Disabilities Association of Peel Region
Learning Place

Our organizations serving Brampton

March of Dimes Canada

Moyo Health & Community Services

Multiple Sclerosis Society of Canada, Peel-Dufferin Chapter

Myiesha Inc.

Nanny Angel Network

North Peel & Dufferin Community Legal Services

Ontario Lung Association

Our Place Peel

Parkinson Canada (Peel Programs)

Peel Association for Handicapped Adults

Peel Cheshire Homes Brampton Inc.

Peel Children's Aid Foundation

Peel Children's Aid Society

Peel Crime Stoppers

Peel Family Mediation Service

Our organizations serving Brampton

Peel Senior Link

PLASP Child Care Services

Pregnancy and Infant Loss (PAIL) Network

Project 321 Peel Down Syndrome Association

Punjabi Community Health Services (PCHS)

Purpose Provision Program

Rapport Youth & Family Services, Eclipse Youth Centres

Regeneration Outreach Community

Regeneration Thrift Store

Region of Peel, Health Services Department - Long Term Care

Region of Peel, Human Services, Early Years Partnerships

Region of Peel, Volunteer Resources, Strategic Policy & Performance, Health Services

Respond Search and Rescue

Restoration and Empowerment for Social Transition Centres

Results Canada

Our organizations serving Brampton

Ronald McDonald House (Charities Toronto)

Roots Community Services Inc.

Rosa's Centre

Rotary Club of Brampton

Sai Dham Canada

Salvation Army Peel Shelters and Housing Services

Scouts Canada, Brampton, Mississauga & Caledon

Scrap for Food (Corporation)

Senior Tamils Society of Peel

SHIP - Services and Housing in hte Province

Special Olympics Ontario - Brampton

St. John Ambulance, Peel Region

Ste Louise Outreach Centre of Peel

STEM Camp

Theatre Unlimited Performing Arts

Toronto and Region Conservation Authority

Our organizations serving Brampton

United Way of Peel Region

Victim Services of Peel

Victorian Order of Nurses Peel

Vision Brampton

Visual Arts Brampton

WellFort Community Health Services

Wellspring Chinguacousy

William Osler Health System - Brampton Civic Hospital

William Osler Health System - Etobicoke General Hospital

William Osler Health System - Peel Memorial Centre

William Osler Health System Volunteer Association

Women Centre Of Peel

Women That Give

Womens Creative Club International

World Masters Athletic Championships 2020 (Brampton)

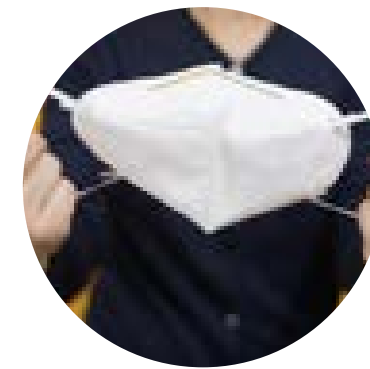
Zonta Club of Brampton - Caledon

vers·US COVID-19



A coordinated effort

Examples of learning areas we covered in our online forums for not-for-profit staff



Adapting and stabilizing in a crisis



Engaging essential and skilled volunteers



Strategic thinking, risk management and fund development

30+

Forums organized

200+

Unique Participants

All together now

CRT Seniors Collective

Played an active role at the Region of Peel Community Response Table to facilitate strategies to reach isolated seniors.

GTA Volunteer Centres

Partnered with Volunteer Toronto and Volunteer Markham to strengthen learning and volunteer recruitment tools.

Youth Voice

Focused on engaging with youth to overcome barriers, develop their skills and involve them in community service.

Wellbeing and Poverty Reduction

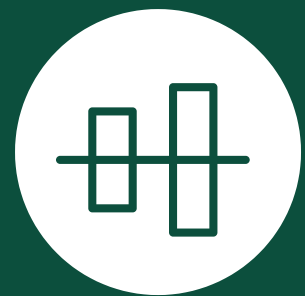
Engaged in the Peel Poverty Reduction Strategy and coordinated with many organizations on emergency response.

Backbone supports

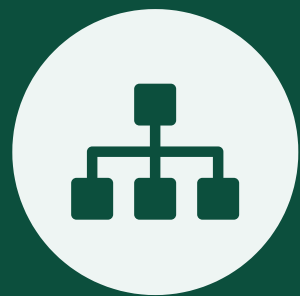
for local non-profit organizations to strengthen their volunteer engagement and services

New Membership Model

for our family of non-profit organizations



New levels, cost, and term alignment, focus on Member needs



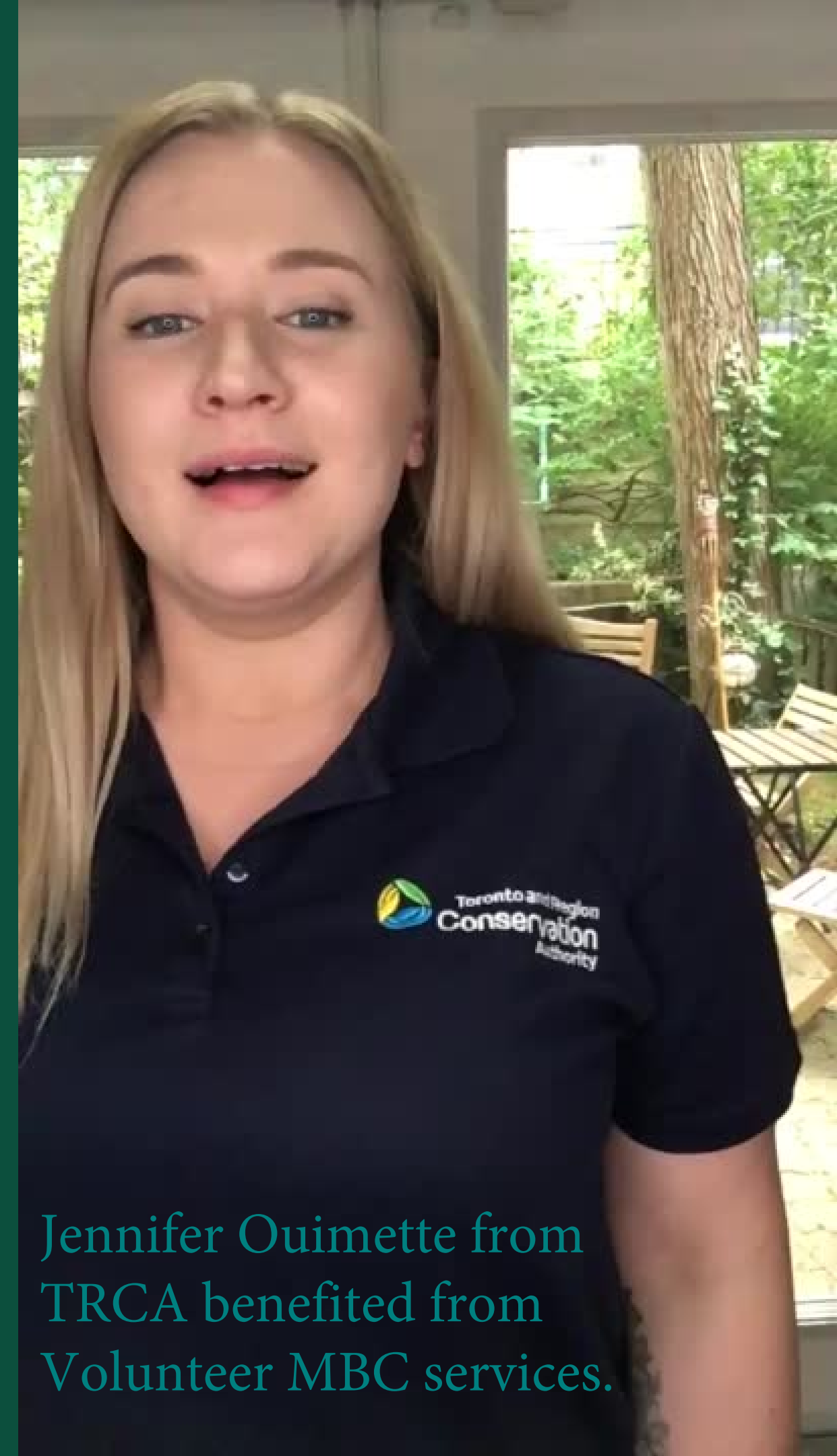
Enterprise level supports for wider organization structures



Sustainer individuals and businesses to maintain affordability



Advantages in Connections, Learning, Engagement, Appreciation & Recruitment



Jennifer Ouimette from TRCA benefited from Volunteer MBC services.



Side B

Residents

Engaging our community to improve skills and employability, health and wellbeing, sense of purpose and belonging.





Continuum of Care

Emergency response support

Mask Marvels

Mobilized dozens of volunteers to produce homemade masks to serve vulnerable populations, including isolated seniors, and homeless and underhoused persons.

I made many
homemade masks
for shelters.

2,851

Masks delivered in Brampton

Continuum of Care

Emergency response support

Healthy Meals Initiative

Partnered with the organizations to deliver food including hot meals, frozen meals, groceries and fresh produce, to vulnerable Brampton residents by coordinating with other Brampton-based service organizations including Moyo, Toronto and Region Conservation Authority, and Regeneration Outreach, to ensure gaps in food security could be addressed and no one would be left hungry.

9,588

Individual meals
provided in Brampton

A photograph of a man standing in a room, likely a kitchen or dining area. He is wearing a dark t-shirt and has his hands clasped in front of him. In the foreground, there is a table with various food items, including cans, boxes, and bags. Two cardboard boxes are open on the floor, one on the left and one on the right, filled with more food items. The room has a dark floor and a doorway in the background.

I organized a
food drive and
deliveries.



Continuum of Care

Emergency response support

Extra Mile Drivers

Deployed drivers to deliver food, masks, face shields, winter coats, devices and other essentials to locales where it was most needed.

28 boxes

of PPE delivered in Brampton

I delivered meals
to hungry
families.

Volunteer recognition

2020 Virtual V-Oscars - Overview

- Transformed the event into an online format midway through planning
- Presented 14 award categories and recognized 26 Nominees
- Delivered medals to Nominees and award trophies
- Nominees shared their remarks and appreciation, inspiring others
- Live broadcast on Facebook and YouTube for wide reach
- Introduced a pre-event show to warm up attendees
- Engaged sponsors to support the event costs
- Brought in quality entertainment to celebrate volunteers



Volunteer recognition

2020 Virtual V-Oscars - Youth

Yasmin Dini from Brampton gave her Nominee remarks for her nomination by Peel GEMs and would go on to be recognized as an outstanding youth leader.



I led other youth to run inclusive workshops.



Volunteer recognition

2020 Virtual V-Oscars - Adults and Seniors



Dick Winter shared insights from the Habitat for Humanity Distribution Centre after being Nominated for Helping Hands Award and he ended up an award recipient along with his volunteer coordinator Daryl Morrison (middle-right).



I helped families have a good home of their own.

I engaged volunteers effectively.



Volunteer recognition

2020 Virtual V-Oscars - Families

Caring families were recognized through the Family VolunTree Award. The award recipient was the Alabi Family and after the main event, they came to our office for a socially-distanced ceremony.



We volunteered as a family.



City Hall is
GREEN
in honour of
volunteers

Brampton



Volunteer recognition

2020 International Volunteer Day

International Volunteer Day

now playing everywhere
DECEMBER 5 2020 starring YOU





Audio excerpt from our spring 2020 COVID-19 Community Responder volunteer orientation.

Peel MoVES

Mobilization of Volunteers Emergency System

Help requests

Streamlined how people can ask for help with a central form.

Community responders

We assembled and screened emergency-ready volunteers, provided a COVID-19 volunteer orientation and mobilized them.

Advanced screening

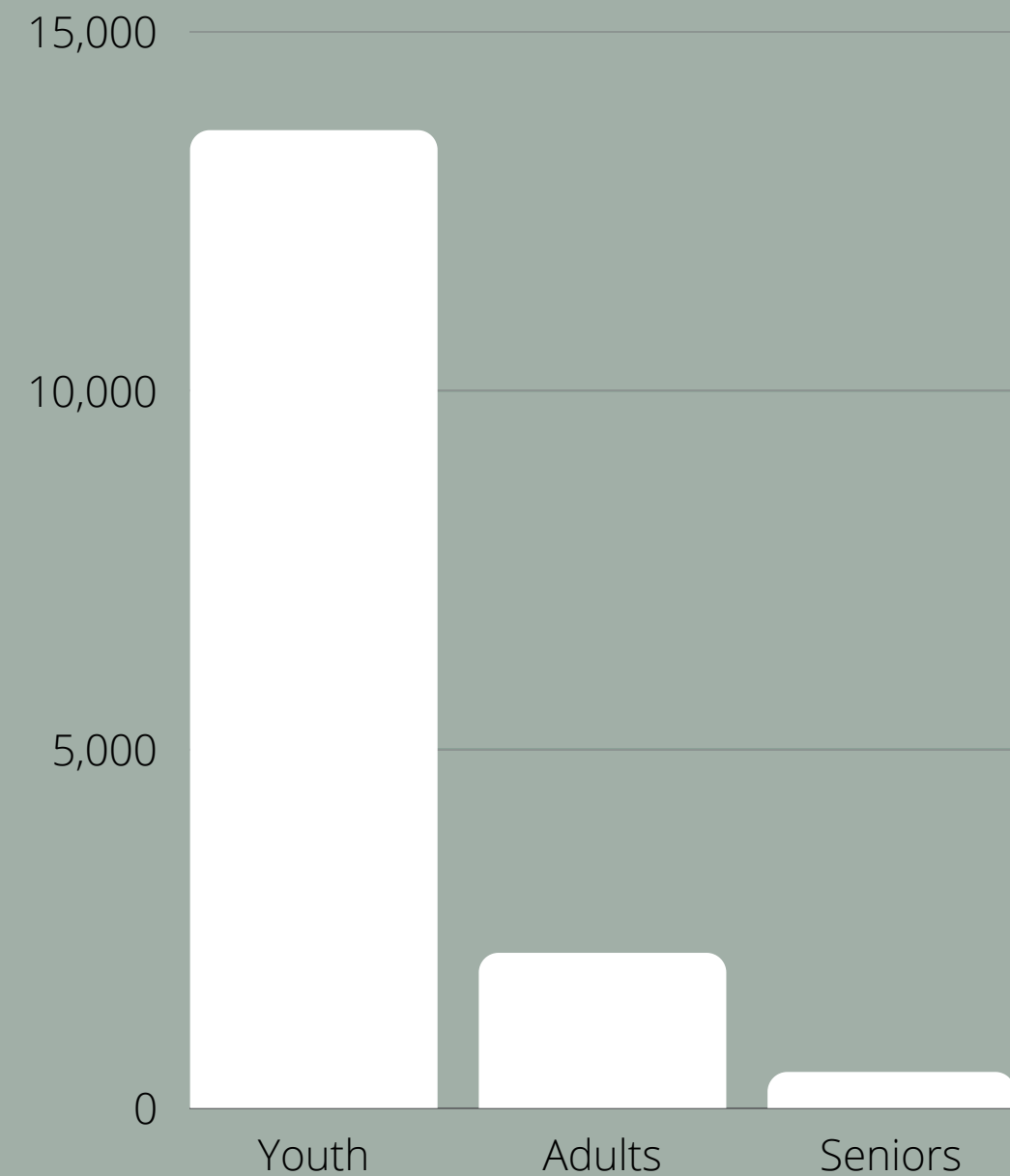
Developed online tool to take volunteers through advanced screening including reference checks and declaration.

Referral service

Enhanced referral service to be more usable for virtual and essential roles and generated position templates for organizations.

Peel MoVES

Improving lives through our referral service



Volunteer referrals

16,274

made to Brampton residents in 2020



followers

10,000+

across our socials

website visitors

100,000+

since pandemic began

website pageviews

2000,000+

since pandemic began



Side C

Internal

Improving our own organizational talent, tools, structure, processes, and sustainability to deliver on our mission and vision.

Technology

Introducing new systems and processes

Office 365

Moved to cloud-based collaboration and productivity tools within a Microsoft Office 365 environment.

Email marketing

Moved successfully to a new email marketing tool that receives contacts dynamically from our CRM.

CRM

Transitioned to GiveLife 365, a customer relationship management tool built on Microsoft Dynamics 365.

Social communications

Enhanced our hardware to be able to develop more engaging social content including live broadcasting.

Sustainability

Capacity

Applied successfully for Capacity and Change Fund grants offered by the Region of Peel.

Readiness

Applied successfully for emergency response through United Way and Community Foundations of Canada.

Resiliency

Applied successfully for the Resilient Communities Fund and a seed grant from Ontario Trillium Foundation.

Support

Engaged Supporters, Sustainers and Sponsors to help reduce the impact of COVID-19 fundraising revenue loss.



I ran workshops for newcomers.



I supported a distress line.



I cared for people with disabilities.



That's a snapshot of how we served Brampton in 2020 and how much its people cared about their community when it mattered most.



Thank you to the City of Brampton for its continued support.

